2.0 Project Description

2.1 Provide a detailed description of your collections. Describe your collection management tools available to libraries.

> **Response:** Digital Library Reserve, Inc's ("DLR") collection consists a variety of digital media format including eBooks, download audiobooks, download video and music. The collection is consistently growing in depth and breadth, as new titles are added weekly. The current collection includes over 30,000 eBooks, more than 15,000 download audio books, over 5,000 download music albums, and more than 3,500 download video titles. All of the digital materials are available for download and offline use by patrons and librarians alike.
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> DLR's eBook and audiobook titles come from hundreds of leading publishers and suppliers including Random House (Books on Tape & Listening Library for audio titles), Hachette (formerly Time Warner), Brilliance Audio, Blackstone Audiobooks, HarperCollins, Listen & Live, Naxos, Harlequin, John Wiley & Sons, Penton Overseas, McGraw-Hill, Hay House, Sounds True, and many others. DLR's ebooks and audiobooks appear on the New York Times Bestseller list, Library Journal Most Borrowed and many other leading industry resources. In addition to the front-list fiction, some of the most popular eBook and audiobook subject categories include popular non-fiction, language learning, travel, study guides, romance, mystery, and young adult.
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> The music catalog comes from renowned classical music label Naxos, world music from New World Music, rock and electronica from Magnatune, best selling blues from Alligator Records, and chart topping artists from Nettwerk Records.
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> The over 3,500 download video titles include programming from the History Channel and more from A&E, children's material from Weston Wood/Scholastic and Clearvue, stand up comedy specials and live concerts from Image Entertainment, feature films from Arts Alliance and Magnolia Pictures, Spanish language films from Venevision, independent shorts from Nano Network and much more. Subject categories range from classic films to instructions videos.
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> DLR offers a variety of services for collection development. Some are database driven tools such as "most-circulated", "best-selling" and the like, while others are provided by our in-house collection development team. DLR's collection development team generates suggested opening day collections, creates recommended title lists and works individually with each library on their collection. The team assists by creating library specific recommended lists, can monitor holds, offers collection analysis and helps each library's digital media collection flourish.
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> Collection development is done using an online ordering portal called "Content Reserve". Content Reserve allows for viewing and selecting from recommend lists, create searches based on subject categories, publishers, formats, dates and more. Multiple selectors and/or libraries can create select list, view and merge lists. DLR also offers 'Marketplace' a new collection development tool in Content Reserve that has the ease of use of using an online bookstore, with a use experience very similar to online shopping.

DLR digital titles can be ordered per item one a one title/one user use model. The prices per titles are generally less then their physical counter parts. All audio books, eBooks and music are available under this model. In addition to this use model, DLR also offers audio and video titles under a "Maximum Access" option. Under Maximum Access, the library selects a collection of materials for unlimited, simultaneous access- eliminating wait lists and holds. Titles in the "Maximum Access" program are leased for 12 months.

2.2 How is content delivered to the end-user? Describe the usability features of your service.

Response: The content is delivered to the end-user via a download from a single patron facing website. The design and look and feel of the user interface will be developed in partnership with MSL personnel to maintain the existing branding of the library and provide patrons a simple, easy to use interface to access audio books that reinforces the patron's relationship to the library. DLR will provide the technical support for managing a secure site for delivery of Digital Rights Management (DRM) protected digital content. MSL will maintain control over the customization of content categories and inventory.
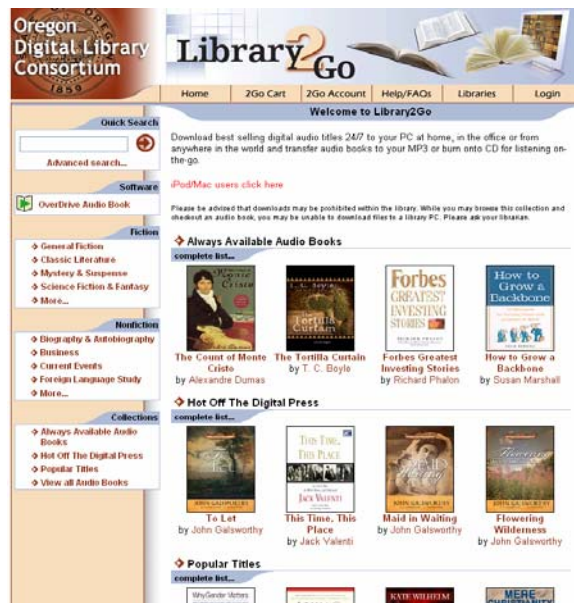
Oregon Digital Library Consortium Digital Media Collection   **Salt Lake County Library Services Custom Designed Website**

Usability features:
As you can see from the above screen shots, the browsing experience for patrons is intuitive and very similar to online shopping.

The download and reading of eBooks follows a similar process as that of download other digital media. eBooks from DLR are available in two formats- Adobe eBooks and Mobipocket. Mobipocket eBooks are particularly well-suited for use on mobile devices such as Smartphones Palm Pilots and Blackberrys.

For the download and management of audiobooks, video and music, DLR has developed a free desktop software program called OverDrive Media Console (OMC). OMC is a fully-integrated, and easy-to-use application that handles all aspects of the download media experience.

With an intuitive interface, OverDrive Media Console allows patrons to download and enjoy OverDrive Media (audio books, music, and video) on most Windows computers. Use OverDrive Media Console to navigate, play, and bookmark OverDrive media titles, and to manage and customize your media library. OverDrive Media Console includes a built-in Transfer Wizard, that allows you to transfer titles to your supported portable player in just a few clicks. For audio book and music titles that may be burned to CD, OverDrive Media Console works with Windows Media Player to allow you to burn to CD without installing any extra software.

Noteworthy features of OverDrive Media Console include...

Multi-part download management...
OverDrive media titles are often divided into 'Parts' in order to make downloading quick and easy. OverDrive Media Console allows patrons the flexibility to specify parts for download. This enables patrons to begin using a title as soon as a part has finished downloading, and return to download the remaining parts later. Alternatively, if only a given part of a file is of interest, patrons can simply download that desired part.

Media library management...
OverDrive Media Console automatically creates, maintains, and displays a comprehensive library of downloaded media in a logical folder hierarchy. As titles are added to a patron's collection, they are automatically moved into the appropriate folder(s). The organization system is also customizable, allowing patrons to create and name new folders to suit patrons' needs. Within each folder, titles can be sorted by title, creator, date acquired, expiration date (when applicable), and date last played. If a title expires, OverDrive Media Console will prompt you to delete the unusable file from your library, allowing you to keep your media collection tidy and up-to-date.

Navigation of media titles with MediaMarkers™...
Most OverDrive media titles are divided into Parts, and Parts are then sub-divided into logical sections (such as chapters, for audio books). The beginning points of these logical sections are MediaMarkers, which are displayed as hyperlinks. When patrons click on a 'Part', the MediaMarkers associated with that Part are displayed in the right-hand portion of the 'OverDrive Media Explorer' window. Simply click on a MediaMarker to jump directly to, and begin play at, the desired section of a media title. OverDrive Media Console also includes the conveniences of skipping back 15 seconds and advancing to the point furthest played.

Easy transfer of media files to portable devices for listening on-the-go...
OverDrive Media Console includes a built-in Transfer Wizard that allows patrons to transfer media titles to supported portable devices in just a few clicks. The Transfer Wizard allows patrons to rename media files and specify where on patron's device media files will be saved. If a device does not have the space needed to accommodate the files patrons want to transfer, the Wizard will alert you. You can delete files from your device in order to make room for the OverDrive media files patrons want to enjoy on-the-go.

2.3 What type of training is provided?

Response: DLR provides library staff the following training services, at no additional cost to Library. All training shall be offered by DLR to Library staff using telephone and internet conferencing software.

- **Collection Development Training:**

DLR provides 2 (two) Collection Development Training sessions for Library staff. Collection Development Training will cover such topics as how to purchase digital materials, creating purchase orders and lists of digital materials, importing suggested lists, searching and advanced searching using the collection development tool, accessing reporting functions, and other related topics. Each Collection Development Training shall be approximately 30 minutes to 1 hr in length.

- **Reports and Statistics Training:**

DLR system provides access to real-time, 24/7 accessible usage statistics. The statistics are part of the DLR system, not part of the library's ILS.

The usage statistics and reports will be covered as part of our online/webinar training sessions. OverDrive statistics show check-outs by day, month, subject category, turn-over rates, wait-list reports, most circulated items, check-out by format (audio, 2 eBook formats, music, and video), purchase reports and more.

The reports are also customizable and users can create special reports based on parameters that you define. The reports can also be exported to worksheet in and shared with others.

For consortium are the statistics also broken down by participating library. Each consortium member will see their individual usage stats in addition to the overall group's usage.

- **Digital Library 101 Training:**

Four Digital Books 101 Training are provided. Digital Books 101 Training shall cover such topics as how to checkout and download a digital book, an explanation of the differences of the digital book format, explanation of the patron experience, general troubleshooting, marketing and promotion of the digital library service and related topics. Each Digital Library 101 Training shall be approximately 1 - 1 ½ hrs. in length.

2.4 Library issues

How are users authenticated?

Response: Patrons are individually authenticated using their existing library card. No special accounts need to be created. DLR's preferred method of user authentication is accomplished with use of the SIP protocol. Using SIP, when a user is prompted to authenticate, the user enters his/her library card number to an DLR-hosted page. DLR sends a SIP authentication request to the library ILS server, and the library server returns a SIP response indicating what the status of the user library card number is. If the card is valid, the user is able to proceed with the action s/he was taking, and has full use of the site including digital book checkouts and downloads. If the card is not valid, the SIP error response is presented to the user at the DLR-hosted page.

We have experience working with all of the major ILS vendors including SirsiDynix, Polaris, and Innovative Interfaces, Virtua as many others. If SIP is not available DLR does offer alternatives, which have to be evaluate on a case by case basis.

Describe your technical support and system administration features.

Response: DLR provides support services for MSL staff, as well as secondary support services for MSL patrons. DLR product managers, collection development assistant and support personnel would provide these services. DLR support is available by email, and phone from 8:30 A.M. EST- 5:30 P.M. EST. Depending on the type of query, typical response times are less than 24 hours, and often time less than 2 hours.

How are catalog records delivered?

Response: MSL shall have options to upload its MARC records from OCLC as it does for other materials. This may include a regular (weekly) FTP site to pick up the electronic files, or other methods of accessing the MARC records.

What marketing tools do you provide?

Response: The DLR services include staff training, marketing material and promotional assistance. MSL will have access to the DLR Partner Service Team, which includes in-house graphic artists and library liaisons. The Partner Service Team will create a marketing campaign specifically designed for your library. Partner Services will work with your library on the creation of print material, such as flyers, posters, buttons, newspaper ads, bookmarks. The Partner Team will also design web collateral and assist in creating a marketing and outreach campaign. All marketing material will be customized displaying your libraries logos and name.

What kind of usage statistics are there, and how do we get them?

Response: The DLR system provides access to real-time, 24/7 accessible usage statistics. The statistics are part of the OverDrive system. If a library is part of a consortium are the statistics also broken down by consortia member libraries. Each consortium member will see their individual usage stats in addition to the overall groups usage.

DLR provides real-time and pre-formatted reports, which permit library personnel to track usage of the collection by patrons. Reports include "Activity Charts" which provide real-time information to view all borrowing activity by Subject, Publisher, Title, Format and Time (day, week, and month). "Turnover Charts", which provide the ability to track turnover rates by Title, Format, Publisher, and Subject. Waiting list reports by title and usage reports by library, if a library consortium uses the eBooks system. The data can also be exported to difference file formats including HTML, Excel and word processing. DLR also provides additional website statistics, such as number of site visits, session length, number of titles checked-out per session, most popular key word searches and more.

2.5 Describe your pricing and invoicing model options for consortia.

Response:

- DLR Platform Cost: **$28,000** (can be shared among consortia members)

Platform fee is a one-time invoice to State Library with execution of license agreement.

- Annual Hosting: **$12,000** (can be shared among consortia members) Hosting fee is annual fee, beginning with live date.

- Participation Fee* **$1,500/per library** (one-time fee) *For libraries who join the MSL digital collection after launch

  The participation fee includes the following services:

  1. Website re-design to add links to new library, add logos, support email etc.
  2. ILS integration to ensure proper patron authentication of new library patrons.
  3. Testing of new site and links in different environments (firefox, mozilla, IE)
  4. Database restructure to enable separate reporting for consortia libraries
  5. Staff training for library personnel (2 webinar sessions with alternative dates if needed)
  6. PR assistance for new library

- Suggested Opening Collection budget: At least **$40,000**

  DLR provides several invoicing options for collection selections:

  1. Content selections can be invoiced directly to State if a selection committee will be making selections on behalf of the group.
  2. Participating libraries can be invoiced individually for titles selected.
  3. Combination of the above two methods.

4.0 RFI Response Instructions

✓ Brief description of past experience providing assistance in implementing e-content services.

Response: OverDrive, Inc. was founded in 1986, and is a leading provider of enterprise Digital Rights Management (DRM) and associated digital media solutions enabling the management and distribution of premium digital content over global networks. As a result of significant success with the launch of its Digital Library Reserve ("DLR") platform in 2003, a new corporation, Digital Library Reserve, Inc., a private Delaware corporation, solely focused on the library market was launched in 2004.

DLR is an experienced company in providing public libraries with access to popular digital book products for use by patrons who use the materials from the library's website and online catalog. OverDrive technologies and DLR are in successful use by leading public libraries including New York Public Library, Cleveland Public Library (OH), King County Library System (WA), Denver Public Library (CO), San Jose Public Library (CA), and dozens of others. For a list of public libraries offering DLR services please visit: http://www.dlrinc.com/Lib-Partners.asp. DLR provides its services to nearly 5,000 public library customers.

✓ From your past experience, has the State identified all the major components necessary to complete this project? If not, please provide information on other necessary components.

Response: Because of the varying expectations and interests of each, the State should consider the impact of having a variety of different library types (public, school, academic, and special) participating in a single shared collection.

DLR has a product specifically designed for K-12 schools and libraries called OverDrive School Download Library. DLR can provide additional information on this product under separate cover.

The State should also consider drafting and implementing policies and procedures for regular, active collection development for the digital collection. DLR can offer the State advice and guidance from its experience working with other consortia and shared collections on these and other issues.

✓ Please provide a list of potential problems/risks that the State may encounter during this project. Please provide any ideas or suggestions about how such problems/risks should be addressed in a solicitation.

Response: Please see above response as examples of some problems the shared collection may encounter.

Additionally, libraries serving rural areas might encounter problems as a result of patrons with limited or non-broadband internet access. Libraries serving urban areas are in many cases providing service to economically challenged neighborhoods. Both challenges can be addressed by a product called "OverDrive Download Station". OverDrive Download Station is a software application that can be installed in the Library building and branches, thus providing access to patrons that either lack equipment and or Internet access. Patrons can come to the library and use the service right in the library building. In addition to bridging the digital divide OverDrive Download Stations are great for teaching first time users.

✓ Your best estimated time frame for implementing and completing the project.

Response: From the time of agreement execution the typical implementation timeline depending on the level of engagement from the library is 10-12 weeks.

✓ Attach licensing agreement requirements.

Response: Please see attached sample license agreement.